



WVEC
613 Woodis Ave.
Norfolk, VA 23510

Crossroads Media LLC
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314-1576

Contract # 841571
Schedule Dates 09/05/12-09/13/12
Advertiser American Crossroads (33954)
Agency/T-Code Crssroads Media LLC (2774)/055317791
Product Political - Non-Ballot Issue (1196)
Brand American Crssroads (171747)
Salesperson Blair, Cheryl (2205)
Sales Office TeleRep - Philadelphia
Buyer Name MARONEY,STEPHANIE
Phone/Fax (202) 559-6428 /
CPE 11/27/690
Account Types National/Political Issue - Agency
Billing Type Weekly/Irregular
Comments AM CROSSROADS :30
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 07/10/12
Last Modified 08/29/12
Entered By Penne Marsh
CO-OP No
Headline # 06225790
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,969.50
Net Total \$28,160.50 ✓
Sales Tax

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Sep. 2012	39	\$33,130.00
Grand Total:	39	\$33,130.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	5A- 5:58A (ET)						1			1	\$450.00	\$450.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
2.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	6P- 6:30P (ET)						1			1	\$1,080.00	\$1,080.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
3.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	7:28P- 7:57P (ET)						1			1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/10/12
4.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	9A- 10A (ET)						1			1	\$430.00	\$430.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
5.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	11P- 11:35P (ET)		1							1	\$1,055.00	\$1,055.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
6.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	5A- 5:58A (ET)		1							1	\$450.00	\$450.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12

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7.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	6P- 6:30P (ET)	1								1	\$1,080.00	\$1,080.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
8.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	6:58P- 7:28P (ET)	1								1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/10/12
9.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	9A- 10A (ET)	1								1	\$430.00	\$430.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&NELLY<	7/10/12
10.0	Normal Line / NCAA - FOOTBALL	09/08/12-09/08/12	9	:30	3P- 6P (ET)							1		1	\$175.00	\$175.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, ABC CLG FTBL L<	7/10/12
11.0	Normal Line / SPOT	09/08/12-09/08/12	4	:30	6P- 6:30P (ET)							1			\$480.00		Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, ABC CLG FTBL L	7/10/12
11.0.1	Closed Preempt	09/08/12															Norfolk (WVEC) (WVEC)	S/I-Program Change/Exception - PROGRAM CHANGE/NCAA FOOTBALL	

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Norfolk (WVEC) (WVEC)
By Broadcast Month **Spots** **Rate**
Sep. 2012 39 \$33,130.00
Grand Total: 39 \$33,130.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT	09/09/12-09/09/12	4	:30	11P- 11:35P (ET)								1	1	\$1,055.00	\$1,055.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
13.0	Revised Line / SPOT	09/06/12-09/06/12	4	:30	11P- 11:35P (ET)					1							Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
13.1	Normal Line / SPOT	09/06/12-09/06/12	4	:30	11P- 11:35P (ET)					2				2	\$1,055.00	\$2,110.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	8/28/12
14.0	Normal Line / SPOT	09/06/12-09/13/12	4	:30	5A- 5:58A (ET)					1				2	\$450.00	\$900.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
15.0	Normal Line / SPOT	09/06/12-09/13/12	4	:30	6P- 6:30P (ET)					1				2	\$1,080.00	\$2,160.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
16.0	Normal Line / SPOT	09/06/12-09/06/12	4	:30	6:58P- 7:28P (ET)					1				1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/10/12
17.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	7:28P- 7:57P (ET)					1				1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/10/12

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18.0	Normal Line / SPOT	09/06/12-09/13/12	4	:30	9A- 10A (ET)					1				2	\$430.00	\$860.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
20.0	Revised Line / SPOT	09/04/12-09/11/12	4	:30	5A- 5:58A (ET)			1									Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
20.1	Normal Line / SPOT	09/11/12-09/11/12	4	:30	5A- 5:58A (ET)			2						2	\$450.00	\$900.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	8/28/12
21.0	Revised Line / SPOT	09/04/12-09/11/12	4	:30	6P- 6:30P (ET)			1									Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
21.1	Normal Line / SPOT	09/11/12-09/11/12	4	:30	6P- 6:30P (ET)			2						2	\$1,080.00	\$2,160.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	8/28/12
23.0	Normal Line / SPOT	09/11/12-09/11/12	4	:30	7:28P- 7:57P (ET)			1						1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/10/12

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24.0	Revised Line / SPOT	09/04/12-09/11/12	4	:30	9A- 10A (ET)			1									Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
24.1	Normal Line / SPOT	09/11/12-09/11/12	4	:30	9A- 10A (ET)			2						2	\$430.00	\$860.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	8/28/12
25.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	11P- 11:35P (ET)				1					1	\$1,055.00	\$1,055.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
26.0	Normal Line / SPOT	09/05/12-09/12/12	4	:30	5A- 5:58A (ET)				1					2	\$450.00	\$900.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
27.0	Normal Line / SPOT	09/05/12-09/12/12	4	:30	6P- 6:30P (ET)				1					2	\$1,080.00	\$2,160.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
28.0	Revised Line / SPOT	09/12/12-09/12/12	4	:30	6:58P- 7:28P (ET)				1								Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/10/12
28.1	Normal Line / SPOT	09/12/12-09/12/12	4	:30	6:58P- 7:28P (ET)				2					2	\$1,440.00	\$2,880.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	8/28/12

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29.0	Normal Line / SPOT	09/05/12-09/05/12	4	:30	7:28P- 7:57P (ET)				1					1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/10/12
30.0	Normal Line / SPOT	09/05/12-09/12/12	4	:30	9A- 10A (ET)				1					2	\$430.00	\$860.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
31.0	M/G For 11.0.1 / SPOT	09/09/12-09/09/12	4	:30	6P- 6:30P (ET)								1	1	\$480.00	\$480.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, ABC CLG FTBL L	8/29/12

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WVEC Norfolk	Date: 9/4
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I, Stephanie Maroney

do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As Ordered				

Total Charges: \$ 28,160.50 Net

This broadcast time will be used by: American Crossroads

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

841571

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

8/31/12 Steph Murray 703-299-1760
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
Penne Marsh Penne Marsh NSC
Signature Printed Name Title